FALL 09

handson

CONNECTING MASSAGE PROFESSIONALS

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Helping you get the most value from your AMTA membership.

handson®
the newsletter of the american massage therapy association
FALL 09

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PRESIDENT'S LETTER

These are exciting times at AMTA...In this issue of *Hands On*, you'll read an update of AMTA's progress in our 2008–2009 Annual Report. At the same time, we look forward.

We recently held our June Board of Directors Retreat and Meeting in Park City, Utah. National volunteers, staff and chapter leaders from across the country were in attendance. We continued a strategic discussion in which we contemplated how to fulfill our mission: "To serve AMTA members while advancing the art, science and practice of massage therapy."

In Utah, the Board reviewed our environmental scan, presented by Dave French, AMTA's newly promoted Director of Marketing. The scan revealed information about the state of our world, profession, Association, and members. We then reviewed our progress on our identified strategic goals. Based on these data and resultant discussions, we took a close look at our entire strategic plan and made adjustments based on current realities.

While that last paragraph may sound "dry", what it really translates to is passionate members in action, manifesting our Association's vision. I believe you will approve of the direction we are taking.

AMTA is closing in on accomplishing major goals that have been high priority for several years:

- The Massage Therapy Body of Knowledge (MTBOK) initiative task force is underway. Go to **www.mtbok.org** for information. This effort, unfolding with the support of and in collaboration with all of the major massage therapy stakeholders, will help to create a mature, yet living and evolving, professional identity for our field.
- On May 5, Montana became the 43rd state to pass massage therapy legislation. Linda Lemire, Rachel Romanelli and others have worked tirelessly for many years to bring about this success—an effort mirrored by AMTA volunteers in their home states throughout the country. A major focus of AMTA resources has been dedicated to bringing about licensure in all 50 states. While we maintain this commitment, your National Board has decided to move towards a new area of focus to advance our Association.

Over the last several years, the AMTA Board and members have had vibrant discussions about whether or not we should become involved with the health care system. Many have rejected the idea, and for this reason: They did not want to be identified with the "ill care" system in this country. However, as we observe the changing realities, there is no denying that whether or not we are moving closer to health care, health care is moving closer to us. Massage therapy—and everything we stand for—is at the crest of this wave.

To build the bridge, one that will support all beings with skin having access to the benefits of massage, we must continue to improve our ability to communicate to and be understood by decision makers. Massage therapy education must prioritize research literacy among graduating therapists, instilling an understanding of and reverence for the value of formal research. Research is not just numbers; it is a representation of human experience. Students must learn to enthusiastically embrace research as an essential part of their education and career. Now, research is the path to the recognition that we deserve. These are exciting times indeed!

Judy Stahl
AMTA President

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

LEARN & RENEW
at the 2009 National Convention

AMTA 2009 National Convention

DiSCOVER

Orlando, Florida | September 23-26

The 2009 AMTA National Convention is not only a chance to renew; it's also an in-depth educational experience tailored to the changing needs of massage therapists. This year, choose courses from three unique tracks:

Are you currently working at a spa? Use the **Spa Track** to learn the "ins and outs" of working in the spa industry, from creating a flawless guest experience to increasing your clientele.

Would you like to add to the knowledge of the profession? Use the **Research Track** to demystify the research process—learn how to get published or how research can invigorate your practice.

Looking for additional ideas for your students? Use the **Teacher's Track** to discover how to help students reduce stress, prevent personal injury and confidently implement research.

As you learn, take a break to experience the beautiful scenery of Rosen Shingle Creek Resort by enjoying leisurely walks along nature trails at the source of the Everglades.

Don't miss this annual opportunity to renew your energy and invest in your practice.

>>**Register now** at www.amtamassage.org by September 9th or register on-site.

Spread the Word to Students!

On Friday, AMTA will have a full-day of professional development exclusively for students. Gain new connections, exam tips, interview skills and the essentials to build a successful practice at Student Day.

now online @ www.amtamassage.org

Massage Information Center

Have you thought about the financial health of your business lately? Some important factors can help you determine if you are on the path to success. To be profitable, you must manage both the income and expenses sides of the business. Controlling expenses is one part of the equation and important to review on a regular basis. IRS Publication 463 (www.irs.gov) states that some travel, entertainment and car expenses might be allowed as a deduction when filing your taxes. Research your state and federal laws or ask a tax authority to ensure that you are receiving all of the deductions you are legally allowed.

Optimizing your income is equally important. Have you established ways to remind clients to schedule their next massage? Have you created a database of past clients and invited them back? Have you developed a promotion which encourages current clients to refer a friend?

>>Find more ideas to benefit you, your practice and your clients at the Massage Information Center: www.amtamassage.org/InfoCenter

NEW—Connect With AMTA Members on Facebook, Twitter, LinkedIn and YouTube

Now there are even more ways to connect with AMTA. Join AMTA's official Facebook Group and become a Fan, follow AMTA on Twitter, join the discussion on LinkedIn, and find useful videos on AMTA's YouTube channel.

>>Visit www.amtamassage.org to get connected today!

AMTA Online Courses—Earn CEs!

Can't make it to the National Convention? AMTA offers even more continuing education opportunities through its online courses—a convenient and high-quality way for you to gain new knowledge or reinforce current practices. Choose from more than 27 courses focusing on attracting clients, avoiding burnout, ethics, taxes, marketing, as well as massage for carpal tunnel, cancer and active seniors. Courses are available anytime through AMTA's website. The online courses provide Continuing Education (CE) Hours, which can be used toward AMTA's CE requirements and most state requirements for licensure.

>>Register now: www.amtaonlinetraining.org

AMTA PRESENTING AT THE NATIONAL INSTITUTES OF HEALTH

AMTA is participating in Mind-Body Week at the National Institutes of Health (NIH) September 8–11, 2009, in Bethesda, Maryland. Mind-Body Week is part of an ongoing series of free public events at NIH dedicated to increasing awareness and education of health and wellness.

AMTA President Judy Stahl will be a keynote speaker at the event and will address the benefits of massage for the mind and body.

OTHER AMTA ACTIVITIES DURING THIS IMPORTANT WEEK INCLUDE:

- Educational Booth–displaying information on the efficacy of massage and the importance of choosing an AMTA massage therapist.
- Massage Therapy Fact Sheet–distributed at the NIH campus cafeterias.
- AMTA Member Chair Massage Demonstrations–providing their healing touch to attendees.
- Benefits of Massage for Stress Management Podcast–educational series launched by the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health to the public this fall.

NIH is part of the U.S. Department of Health and Human Services, and provides leadership and direction to programs designed to improve the health of the nation. Comprised of 27 Institutes and Centers including the National Center for Complementary and Alternative Medicine (NCCAM) with 18,000 employees, the NIH is the primary Federal agency for conducting and supporting medical research. It provides leadership and financial support to researchers in every state and throughout the world.

AMTA is honored to be representing the massage therapy profession during this important week dedicated to exploring the science and practice of stress management modalities at the national level. This event gives AMTA and its members visibility on a national level while providing the opportunity to continue to make important connections with the health care community and other national organizations. AMTA involvement promotes massage therapy to the medical community and improves conditions for massage therapists who work in a health care environment.

AMTA to Be Represented at 2009 ISPA Conference & Expo

AMTA will present the session "Turning Massage into Gold: Proven Ways to Generate More Spa Revenue" at the ISPA Conference and Expo, Oct. 5-8, 2009, in Austin, Texas. The conference, the largest event of the year for spa professionals, aims to provide spa owners, directors, managers and suppliers with cutting-edge tips on where the industry is headed and how to ensure that business is sustainable. AMTA's session will be presented by AMTA members Debra Koerner (KY) of imassage, Inc, and her colleague Eric Stephenson (KY). AMTA's involvement with ISPA helps improve the work experience for massage therapists who work in spas. Learn more and register: www.experienceispa.com.

AMTA Providing Massage Information for NIH Podcast

AMTA is collaborating with the National Heart, Lung, and Blood Institute (NHLBI) at National Institutes of Health (NIH) on an educational podcast about the benefits of massage therapy for stress relief. The five-minute audio segment explains the benefits of massage for stress relief and includes research citations.

"This is a result of our ongoing commitment to building relationships within the health care community," says AMTA President Judy Stahl. "We were invited to develop this educational segment for those involved with the NIH, as well as the public. It is a significant advancement toward achieving the respect that massage deserves as an essential element of integrated health care."

>> The podcast will become part of a series of educational segments focused on the science and practice of stress management modalities. The podcast will be available by late August. Continue to check the AMTA website for more details.

FY 2008/2009

ANNUAL REPORT

building on our legacy.

preparing you for the future

THROUGHOUT 2008 AND 2009, AMTA CONTINUED TO BUILD FOR THE FUTURE AND MAKE STRIDES IN FULFILLING ITS MISSION: *TO SERVE MEMBERS WHILE ADVANCING THE ART, SCIENCE AND PRACTICE OF MASSAGE THERAPY.*

The AMTA Board of Directors identified two main areas of focus to guide the Association forward in service to our members.

Member Experience: *Understanding the new and evolving needs of members and potential members is core to AMTA's mission. To support that, the association remains committed to increasing the value of products, programs and services that are most meaningful to members.*

Professional Competency: T*he profession-wide initiative to create a Massage Therapy Body of Knowledge (MTBOK) will create an accepted definition of massage therapy and the competencies of an entry-level massage therapist. The MTBOK will shape the future of massage therapy and benefit all involved in the profession.*

These central themes have guided AMTA in providing the services that are of the greatest value to you—the types of services that support your work today, and will keep you ahead of the curve in the future.

AMTA is also excited about the numerous collaborations cultivated within the last year, including work with ISPA, the American Heart Association and integrated healthcare organizations, like ACCAHC and IHPC. In the year ahead, expect similar collaborations that will build business opportunities for you and enhance the public perception of massage therapy.

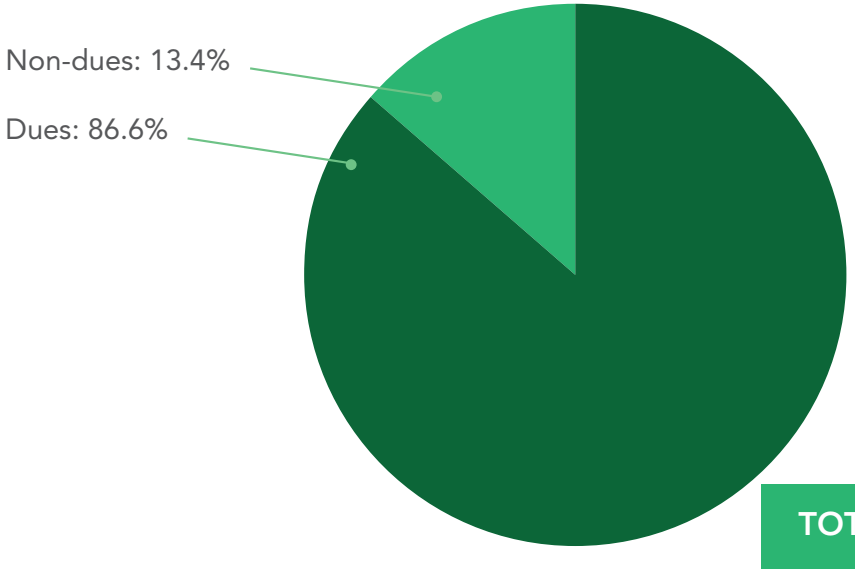
AMTA has long been committed to creating trust with membership through transparency, not just by providing access to standard financial information, but also openly reporting on the Association's strategies, goals and guiding vision. AMTA is proud to share that for fiscal year 08/09—despite the country's economic downturn—AMTA's operations ended firmly in the black, with membership up over last year.

Over the next few pages, you can read more about how AMTA is helping you succeed.

AMTA thanks you for your membership and looks forward to serving you in 2009 and beyond, providing valuable tools for you and your practice, as well as advocating for a bright future for the profession!

AMTA RESOURCES—DIRECTLY INVESTED

Revenues:



TOTAL $13,925,613

DETAILS OF EXPENSES:

Member Support: $9,156,985

Whether you are a Professional member, Student member, or School member, AMTA is committed to providing you with the most complete products, programs and services available in the industry. Member Support includes National Office resources available to help you perform better and protect you as you practice.

At AMTA's comprehensive website, you'll find around-the-clock answers to your questions about the Association, information on what's happening in the massage profession and resources for massage therapy consumers. And don't forget to check out the Massage Information Center (MIC), a virtual clearinghouse of business development resources for AMTA members. This continually evolving section of AMTA's website contains hundreds of resources on modalities, business practices, research and more.

Member Support resources also includes AMTA's award-winning magazine *mtj® (MassageTherapy Journal®)*, a key resource for staying abreast of new techniques and ideas to support your practice, as well as the informative newsletters *Hands On®* and *massage student e-source℠*.

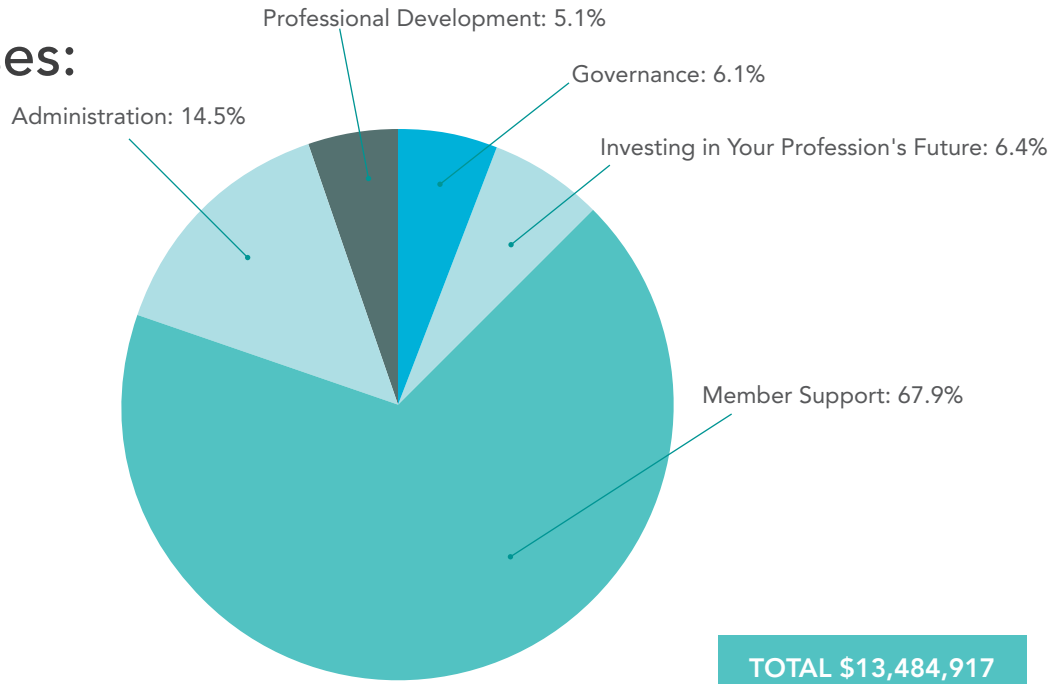
AMTA remains focused on supporting opportunities for you to earn a competitive income in your profession. Whether consumers are choosing massage therapy for relaxation or acute, chronic, rehabilitative or palliative care, your membership dues help promote AMTA members as the first choice for massage therapy. To that end, AMTA's Find a Massage Therapist® national locator service helps consumers identify AMTA Professional members throughout the country—the easy-to-use service attracted more than 600,000 users in the last year!

EDUCATION OPPORTUNITIES—WHETHER AT THE AMTA NATIONAL CONVENTION OR IN *MTJ*—HELP YOU DIFFERENTIATE YOURSELF IN A COMPETITIVE MARKETPLACE.

AMTA also helps educate clients about massage with the consumer newsletter, *e-touch*. And, you reap the benefits of AMTA's pursuit of positive media coverage for massage therapy and the Association. AMTA's communications on massage therapy reach consumers nationally through print, broadcast and the Internet.

IN OUR MEMBERS fy 08/09 year in review

Expenses:



TOTAL $13,484,917

You'll also find discounts on the massage supplies you need every day in AMTA's online Shopping Mall, which includes regularly expanding product options.

And, as you may have read in past issues of *Hands On*, AMTA recently launched an upgraded database system to better serve your unique needs and challenges. The efficient new system will improve electronic communications, as well as enhance AMTA's ability to learn more about what you need to be a successful massage therapist.

Member Support also includes maintaining and improving your member benefits and promoting the value of AMTA membership. New benefits include the *Massage in the News* newsfeed, your customized member e-newsletter, and the Member Appreciation gift you receive when you renew your AMTA membership in 2009. These efforts help to ensure AMTA membership remains a relevant piece of your professional identity and continued success.

Chapters:

At its core, membership in AMTA is about community. As an AMTA member, you are represented by a network of dedicated volunteer leaders committed to carrying out the Association's vision for the future of the profession. An invaluable group of 51 chapters advance AMTA and the profession through local events, programs and grassroots efforts. To support these local activities, a portion of your membership dues goes directly to your chapter. Continuing education, newsletters and face-to-face networking opportunities are just a few of the initiatives offered locally to members.

Each summer, AMTA's annual Chapter Volunteer Orientation Program brings together chapter leaders for a four-day training program, enabling them to better lead AMTA chapters forward.

Advocacy: Protecting and Increasing Your Right to Work:

AMTA promotes future portability of practice through our government relations program. A major focus of AMTA resources and volunteers has been to work towards licensure in all states. In FY 08/09, four more states—Colorado, California, Pennsylvania and Michigan—passed major legislation to help regulate the practice of massage therapy, bringing the total count to 42 states that regulate massage therapy.

Another goal of AMTA is to be perceived as a valued partner among key industry stakeholders through increased collaboration with relevant organizations.

ISPA 2008 SILVER SPONSOR

At the 2008 International Spa Association (ISPA) Conference and Expo, AMTA served as a Silver Sponsor, co-created an educational session and exhibited a booth with the goal of educating attendees about how spa managers can work better with their massage therapists.

AMTA also continues to collaborate with the health care community through participation in Academic Consortium for Complementary & Alternative Health Care (ACCAHC), Integrated Healthcare Policy Consortium (IHPC), and American Medical Association Current Procedural Terminology (CPT) Health Care Professional's Advisory

Committee. These collaborations will improve conditions for massage therapists who are choosing to work in health care.

In September, AMTA joined the American Heart Association as an in-kind supporter for the "Start! Heart Walk" in Chicago. AMTA massage therapists volunteered at the popular event, providing 10-minute massages to walkers and introducing the many benefits of massage therapy.

Professional Development: $687,039

Staying current in the latest developments in the field is an important component of differentiating yourself within the marketplace. AMTA membership offers you a variety of continuing education opportunities to enhance your knowledge, skills and abilities.

Face to face learning experiences are a vital component of professional development. Each year, the AMTA National Convention provides you with an opportunity to reinvest in your professional development, as well as your practice. In 2008, over 1,000 massage therapists joined students and exhibitors in Phoenix for the profession's premier nationwide education event.

Sometimes, face to face learning is hard to squeeze into your busy schedule. AMTA also provides valuable remote learning resources. Online Courses provide cost-effective continuing education learning opportunities available remotely to all members. Learning online is a quick and easy way to earn continuing education hours required for AMTA professional membership and state licenses.

Administration: $1,953,439

Carrying out the direction of the AMTA Board of Directors, AMTA staff is charged with developing and delivering a vast array of career-related resources that meet the diverse needs of AMTA members. Administration expenses make it possible for the organization to deliver resources, support and services to all AMTA members in all 51 chapters.

Governance: $827,993

The national Board of Directors is elected by the AMTA membership to make decisions based on the mission, values and the vision of the Association. The Board is also charged with establishing and maintaining the strategic plan, establishing and monitoring policies for how the organization does business, ensuring the availability of adequate resources, and recruiting new board members and volunteers. These leaders are supported by national committees and other volunteer groups who give their time and energy to benefit all members. Expenses related to the national board and volunteer meetings, training and planning are included in this category.

Also reflected is the work of the House of Delegates, which

AMTA THANKS THE 08/09 NATIONAL BOARD OF DIRECTORS AND ALL AMTA VOLUNTEERS. THEIR KNOWLEDGE OF MASSAGE THERAPY SHAPES THE FUTURE OF AMTA AND THE PROFESSION.

08/09 AMTA Board of Directors
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Kathleen Miller-Read
Cynthia Ribeiro
Members-At-Large
Julie Finn
Kathie Lea
William Ron McKnight
Glenath Moyle
Nathan Nordstrom
Jeff Smoot

Workgroups of the Board
AMTA/ISPA
Board Assessment Workgroup
Position Statement Proposal Review

Standing Committees
Bylaws
Chapter Relations
Executive
Finance
Governance
Performance Review
Planning

Workgroups of the Standing Committees
Chapter Relations: Website Workgroup
Finance: Workgroup to Review Chapter Fee Policy
Governance: House of Delegates Issues
Governance: Workgroup to Assess National Volunteer Workloads
Governance: Council of Schools Workgroup
Planning: Determine the Need for a Communications Standing Committee

Workgroup of the Workgroups of the Board
Board Assessment: Revise the Format of the Policy Manual Workgroup

Operational Committees
Awards
Communications and Marketing
Convention
Council Communicator Editorial Review
Education
Election Revision
Government Relations
Hands On Editorial Review
Massage Therapy Journal Editorial Review

Councils
Chapter Presidents Council
Council of Schools
House of Delegates Operations Committee

Commissions
Audit
Candidacy
Elections
Grievance

Chapters
AMTA's 51 chapters are its strength in action. The volunteer leaders on the Chapter Boards and Committees dedicate themselves to taking action and serving the profession and their communities. We thank you for your commitment.

considers and approves position statements on behalf of AMTA and makes recommendations to the Board to enhance Association operations. In 2008, approved position statements included positions on massage for stress relief and for postoperative pain, massage therapy for newborns and massage therapy as part of a wellness program. Position statements support AMTA's advocacy work.

Investing in Your Profession's Future: $859,461

Building on AMTA's legacy of serving massage therapy professionals for 66 years, AMTA brings you a tradition of value while also preparing you for the future of the profession. Part of this preparation is investing in formal research to guide you as a practitioner and elevate the perception of the profession. Donations to the Massage Therapy Foundation—which works to advance the knowledge and practice of massage therapy by supporting scientific research, education and community service—totaled $118,175, with in-kind and support services contributing another $268,077. Other donations were made to various organizations that aim to advance the profession, including the Commission on Massage Therapy Accreditation (COMTA), IHPC, and ACCAHC.

The Massage Therapy Body of Knowledge (MTBOK) Initiative continues to move forward at an exciting pace. This initiative, unfolding with the support of and in collaboration with all of the massage therapy major stakeholders, will articulate a common body of knowledge for the profession. In the year ahead, a task force will continue to move this profession-wide initiative forward.

Investment Income : ($4,724,708)

Like nearly every organization, the value of AMTA's diverse investment portfolio experienced a decline during the last fiscal year. AMTA has well-researched and solid investment policies in place to safeguard the Association's finances, and AMTA is already beginning to see a rebound as the markets improve. The processes put into place have prepared AMTA for the recovery, and due to proactive leadership, the market downturn has had no effect on operations or the services provided to members.

WHETHER YOU ARE A PROFESSIONAL MEMBER, STUDENT MEMBER OR SCHOOL MEMBER, AMTA IS COMMITTED TO PROVIDING YOU WITH THE MOST COMPLETE PRODUCTS, PROGRAMS AND SERVICES AVAILABLE IN THE INDUSTRY.

Looking Forward

Your input is critical for effective decision-making and for moving the Association forward. AMTA welcomes your thoughts, feedback and suggestions anytime. Just contact us at **info@amtamassage.org.**

FINGERPRINTS

Helping a Sister Heal

By JoAnn Milivojevic

Using massage therapy to help clients is one thing; working with a family member suffering from brain cancer is quite another. AMTA member **Barb Petri (IA)** has had that experience. Twice in the past several years, Barb has taken a leave of absence and moved to support her sister, Mary Ann.

In January of 2000, Mary Ann experienced a severe seizure. The diagnosis: a very rare form of brain cancer. She received radiation treatments that stopped the disease from spreading; the intense treatments, however, left her with debilitating Parkinson's-like symptoms. Barb felt massage would help ease the side effects. She uprooted herself from Iowa and headed to her sister's home in Montana to put her theory to the test.

"Though she was in bed most of the time," says Barb, an occupational therapist and massage therapist, "I could still massage her. Eventually she did get better."

Unfortunately, the brain cancer struck again in 2005. A subsequent brain operation left Mary Ann with paralysis on the left side of her body. Through rehabilitation, she did learn to walk again with the support of a cane.

Disaster struck again in 2006 when Mary Ann fell and broke her back. Barb returned to her sister's side.

"Her primary care giver is her husband who is 71 years old," explains Barb, "I went back because he couldn't do it alone. They were talking about sending her to a nursing home."

KEYS TO RECOVERY

As an occupational therapist, Barb was used to working with people who had physical problems. She knew it was crucial that Mary Ann be motivated to work.

"She told me she really wanted to walk again," explains Barb, "and be able to help her husband in the kitchen."

Barb says it's also crucial that the injured or ill person feel in control of the process. So, she had Mary Ann set up the daily schedule. She received two daily massages and performed specific exercises. Because she wanted to help her husband in the kitchen, Barb had her stand at the kitchen counter and work Sudoku—enabling her to gain physical strength and exercise her brain at the same time. With the support of a cane, Mary Ann walked again. She was even able to reduce her pain medications by one-half.

RECOVERY TOOLS

In addition to massage and occupational therapy, Barb studied the Meir-Schneider method at the School of Self Healing in San Francisco. She credits the method for helping her work effectively on her sister, who was incredibly challenged by neurological damage, cancer and osteoporosis.

Her advice to others with similar issues: Give the person as many options as possible. Let them make decisions.

"When they set the goals they work harder to achieve them," explains Barb.

The past decade has been one rife with challenges for both sisters. But in the end, both emerged with new strengths to face their years ahead. At 58, Barb isn't looking toward retirement; she's looking toward her new career as a practitioner of Meir-Schneider's massage therapy techniques. And as for her sister, now 63, she regained more than her ability to move again.

"Her sense of humor is back," says Barb.

Barb Petri is an occupational therapist and licensed massage therapist who lives in Bettendorf, Iowa.

CELEBRATE MASSAGE THERAPY WITH NMTAW 2009!

NATIONAL Massage Therapy AWARENESS WEEK®

Now in its 11th year, National Massage Therapy Awareness Week® (NMTAW) 2009 will take place the week of Oct. 25–31. Celebrate the profession and expand your practice! Below are a few ways to participate in NMTAW with your chapter or individually:

> Display the NMTAW poster in your office, a community bulletin board, health club or other public location.
> Organize chair massage demonstrations.
> Participate in one of AMTA's national volunteer opportunities, including Susan G. Komen for the Cure®, or check out Volunteer Connections at **www.amtamassage.org/member/volunteer** for ideas in your community.
> Offer discounts or referral programs to clients during this week.

To get you started, this issue of *Hands On* includes your 2009 NMTAW poster. Additional posters are available for purchase on the AMTA website. For a complete guide to National Massage Therapy Awareness Week 2009 that includes participation ideas and media tips, please consult the handbook online at **www.amtamassage.org** or contact Michelle Zenz, AMTA Communications Program Manager at **nmtaw@amtamassage.org**.

WHERE DO YOU WORK?

GET THEM WHILE THEY'RE YOUNG–

PROMOTING MASSAGE TO COLLEGE STUDENTS

By JoAnn Milivojevic

*In 2005, AMTA member **Evan Williams (CT)** initiated the first massage practice at the University of Hartford in Connecticut. Although college students may not be the most lucrative client base, the campus setting still provides Williams with a distinct outlet to share her mission: spreading the word of wellness through massage. Williams has a treatment room at the University's health center, and can also be seen traveling around campus with her massage chair.*

HOW DID YOU GET STARTED WITH COLLEGE STUDENTS?

As a former dancer and dance instructor, I love performance and performers. My husband teaches flute at the Hartt School of Music. That was an ideal opportunity to introduce massage to a younger crowd because repetitive stress is an issue for musicians. Once a week, I took my massage chair to the lobby of the theater and started offering 10-minute sessions.

HOW DID YOU ESTABLISH YOURSELF AT THE UNVERSITY OF HARTFORD?

When University Physical Therapy opened they had requests for massage. They contacted me because of associations I had with them when I worked as a physical therapist assistant. They offered me a treatment room in the health services building. Now I work on campus three days a week.

HOW DO YOU PROMOTE THE VALUE OF MASSAGE TO STUDENTS?

In addition to working in the treatment room, I also take my chair to the student union and into dorms. Most students don't know much about massage. Many don't have much money either, so I offer 10-minute chair massages for a small fee. During the session, we talk about their posture and health and wellness issues. I give them stretches because they're hunched over computers most of the time. I also let them know that I have gift certificates available should their parents like to purchase one for them.

WHAT ARE SOME OF THE CHALLENGES?

I don't have a lot of repeat student business, but I do feel it's helpful for a student to have even one massage. There are, however, lots of potential clients at a university. For example, I've taken my chair to the alumni office. I know when student finals are happening, so I take my chair to a dorm. At the end of the fiscal year, I know the stressed university staff could use a release through a chair session. I've built my campus business that way.

WHAT UNIQUE SKILLS/EDUCATION DO YOU NEED FOR SUCH A JOB?

You have to want to get out and promote yourself. And you have to want to educate young people. I'm 58 years old and it helps me feel young to be with younger folks who are excited about their lives. Also, compared to therapeutic massage, my approach is lighter–it's more energy-oriented and less analytical. I'm just trying to get them to relax.

WHAT ADVICE DO YOU HAVE FOR OTHER AMTA MEMBERS WITH SIMILAR AMBITIONS?

There are several different departments you could approach at a university, including the health center, athletic center, student residence services, and counseling and wellness centers. There are also students in theater, music and dance programs that might be especially interested in massage services. Check with department heads of those programs. Also, I know to keep my rates low. In Hartford, $75 per hour is not uncommon, but on campus I charge $60 per hour for a full massage, $40 for a half hour and $20 for chair massage. I sometimes slide the scale down, depending on what the students need.

Williams has been an AMTA member since 2000. She established her university-based business in 2005.

***Where do you work?** What do you find especially interesting and meaningful in the work that you do? Send your story to* **handson@amtamassage.org.** *Include **"Where I Work"** in the subject line.*

AMTA Member Named ABHES Commissioner

Randall J. Nikola, president of AMTA School member Healing Mountain Massage School in Salt Lake City, Utah, has been appointed to the Commission of the Accrediting Bureau of Health Education Schools (ABHES) in a recently vacated ownership representative position. Nikola, a massage therapist, is the Past President of the AMTA Utah Chapter. He has worked actively with ABHES as a volunteer on site visits both as a massage therapy specialist and team leader.

MONTANA NOW 43RD STATE TO REGULATE MASSAGE THERAPY

ON MAY 5, 2009, GOVERNOR BRIAN SCHWEITZER SIGNED HOUSE BILL 662, MAKING MONTANA THE 43RD STATE TO REGULATE THE MASSAGE THERAPY PROFESSION. The law creates a five-member State Board of Massage Therapy that will oversee the practice of massage therapy. As of July 1, 2010, a person will be required to have a license to practice massage therapy or use any titles implying massage therapy.

The new law establishes educational and examination standards for new practitioners, as well as provisions for licensing existing practitioners. The law also provides a definition of massage therapy scope of practice and an avenue for consumer complaints. This accomplishment is the result of years of effort by the AMTA-MT Chapter and representatives of other stakeholders to achieve fair licensure of massage therapy in the state.

Pictured from left to right are (Standing): Deborah Kimmet, Business League for Massage Therapy and Bodywork; Claudia Fife, AMTA-MT 2nd VP; Julie Solberg, AMTA-MT (Sitting): Celeste River, Feldenkrais Practitioner and MTGRC ; Governor Schweitzer; and Rachel Romanelli, AMTA-MT Government Relations Chair and MTGRC Committee Chair.

For information on the massage therapy board meetings you may e-mail or call the Department of Labor unit supervisor Marilyn Kelly-Clark at **mkelly-clark@mt.gov**. To apply for a massage therapy board position or give a recommendation, go to **www.governor.mt.gov/boards_councils/default.asp**. For updated information of the progress of the massage therapy board please see visit **www.amtamt.org**.

Massage Therapy Body of Knowledge Task Force Announced

The Massage Therapy Body of Knowledge (MTBOK) Stewards recently announced the selection of the volunteer MTBOK Task Force members. Every attempt has been made to select a dynamic group of individuals who together represent what may be considered the broadly defined field of massage therapy.

The MTBOK Task Force members were chosen for their experience, credentials and expertise, as well as for having a working understanding of at least one of the major areas impacting the current and future growth of the massage therapy profession.

The members of the MTBOK Task Force are:

Megan Lavery (KY)
Kevin Pierce (FL)
Susan Salvo
Michael Shea (FL)
Steve Schenkman (NY)
Dawn Schmidt (WA)
Nancy Schmitt (PA)
JoEllen Sefton (AL)

The task force is responsible for initiating a profession-wide effort to articulate a common body of knowledge for the profession. Under the guidance of Chip Hines, a PMI certified Project Management Professional, the task force members began work on the foundational elements of the MTBOK project in July. These foundational elements include:

- Definition of massage therapy:
  - Describing the Field (primarily to enhance understanding and appreciation of the profession by those outside the profession)
  - Scope of Practice
  - Terminology
- Competencies of an entry-level massage therapist (knowledge, skills, abilities)

The MTBOK project is expected to complete the foundational elements phase of the Massage Therapy Body of Knowledge initiative in approximately one year.

In a unified effort, six organizations have agreed to jointly steward the MTBOK initiative. Joining AMTA and the AMTA Council of Schools are Associated Bodywork & Massage Professionals, Massage Therapy Foundation, Federation of State Massage Therapy Boards, and National Certification Board for Therapeutic Massage & Bodywork.

>>All stakeholders in massage therapy are encouraged to follow the progress of the project and to provide comments, suggestions and make contributions. Find task force bios and other updates at **www.mtbok.org**.

CONNECT THROUGH YOUR CHAPTER

Make a Difference & Expand Your Practice Through Event Sports Massage

By Maureen Moon, AMTA Colorado Chapter Event Sports Massage Team Chair

Looking for a way to enhance your massage therapy practice while also giving back to your community? By joining your chapter's event sports massage team, you can earn extra income, contribute to the event's charity and develop connections with fellow chapter members. What's more, the team passes on a great public relations message for massage therapy, promotes AMTA and acts as an endless source for referrals.

The Colorado Chapter formed its team in the early 1980s. Since then, the team has expanded and even provides a team calibration course and meeting for new members. To join, a massage therapist must have 28 hours of sports massage training, proof of liability insurance, and, in Colorado, proof of registration. The cost to join is just $50 for new members (includes a polo shirt with the team's logo) and $35 for renewing members.

The team currently provides sports massage at several local events, including the Elephant Rock Ride, which assists several nonprofit partners in raising funds for their organizations; the two-day MS150, which raises funds for the Colorado Chapter of the National Multiple Sclerosis Society; and the Copper Mountain Triangle, which benefits The Davis Phinney Foundation and its mission to improve the lives of people with Parkinson's disease.

At the events, the team sets up two 10-foot by 20-foot tents that display the team name and two small tents to accommodate the front desk staff and any overflow. The team offers 15-minute sessions for $20, 30-minute sessions for $35, 45-minute sessions for $50 and 60-minute sessions for $65. The therapists receive 70 percent of the proceeds (plus tips); the charities receive 15 percent; the front desk staff makes 10 percent; and the remaining five percent is donated to the chapter.

The chapter team also volunteers at one event where it's all about giving back to the charity and the therapists make no money. At the State Games of America, the team provides pre-, in-between and post-event massage sessions to children and young adults from all over the country. Excited participants of the multi-sport event earn their medals, come back and thank the therapists, and eagerly hop back on the table for another session—all while learning the many benefits of massage therapy.

Learn more about the Colorado Chapter Event Sports Massage Team at **www.amtacolorado.org/sports.htm.**

CHAPTER VOLUNTEERS "REMEMBER THE MEMBER" AT CVOP 2009

The seventh annual Chapter Volunteer Orientation Program (CVOP) was held in Evanston, Illinois, July 9–12, with more than 80 chapter officers representing 50 chapters taking part. "Remember the Member" was the theme for CVOP 2009, and attendees focused on best practices for serving members.

Chapter Relations Committee Chair Chris Voltarel kicked off the journey on Thursday with a rousing welcome speech. President-elect Kathleen Miller-Read also welcomed attendees on behalf of the AMTA National Board.

Jill McCrory of Leadership Outfitters provided an inspiring keynote on reviving one's passion for volunteering and the profession. McCrory was joined by colleague Steve Swafford on Friday and Saturday to guide attendees on their journey to leadership. Education topics included risk management, providing outstanding educational events, conflict management and the chapter experience in challenging times.

Attendees also explored programs and services offered by national staff at Friday afternoon's Program Fair. Consultations were available with government relations staff, AMTA legal counsel and chapter relations staff. The Massage Therapy Foundation presented an overview of the foundation and its programs, opportunities for collaboration with chapters, and fundraising efforts such as the dollar-per-member campaign.

"This goes down as one of the best CVOP's ever," said Voltarel, who has served as the event's emcee for six years. "There was a special energy generated by all of the new attendees. It reinforced the premise that the training should be shared with as many chapter leaders as possible."

Want to volunteer?

Visit Volunteer Connections: **www.amtamassage.org/member/volunteer** or contact Melissa Spani, AMTA Volunteer Development Program Manager, at **mspani@amtamassage.org.**

AMTA NEWS & UPDATES

Board Notes

Three recommendations for changes in the terms of office for delegates to the House of Delegates (HOD) came to the board from the HOD meeting in September 2008. These proposed changes in bylaws had come from concerns voiced by chapters and had been made available for member comments. A workgroup had also been asked by the AMTA Board to review them in advance and make a recommendation on the same concerns.

The board voted to change the delegate term to two years with a three-term limit. This change will begin in 2010. To read more about delegate terms, view the bylaws at **www.amtamassage.org/pdf/bylaws.pdf**.

In other business, the board completed its annual review of its relationship with the Massage Therapy Foundation by focusing on unifying the review process of the Executive Director, who serves both AMTA and the foundation.

AMTA's Proposed Bylaw Amendment Regarding the Council of Schools

AMTA policies and procedures can be complicated and are sometimes misunderstood. Because of questions we have received about this process, as well as the recent proposal from the AMTA Council of Schools, we want to make sure that AMTA members know about the new proposed bylaw amendment and any impact the proposal may have on AMTA. The proposed bylaw amendment relates to internal governance and does not affect the benefits, services or status of AMTA School members.

AMTA members can read the full proposed bylaw amendment, express views for or against the proposed bylaw change, ask questions and propose other ideas for the AMTA Board here: **www.amtamassage.org/member/0609bylawnote.html**

Guide Your Association by Voting!

2009 is an exciting time for AMTA as it goes green and moves to an online election process! Elections are coming up for the national board and the Commission on Candidacy. Because AMTA is member-driven, we rely on the support and participation of members in all aspects of the association. All AMTA Professional members in good standing are eligible to participate in elections.

The following are upcoming dates for the elections cycle:

- **Nov. 1:** Election packets are emailed to eligible voters.
- **Dec. 1:** Completed ballots are due.
- **Jan. 1:** Results will be announced on the AMTA website by the first business day of 2010.
- **March 1:** New officers assume offices. New call for candidates is issued.

Note: Scheduled dates that fall on Saturday, Sunday, or a holiday are moved to the next business day.

If you have questions please contact Gail Friedman, Governance Program Manager at : **gfriedman@amtamassage.org**.

House of Delegates to Consider Four Position Statements

At the September House of Delegates (HOD) meeting, held during the upcoming 2009 AMTA National Convention, delegates will consider four proposed AMTA position statements. These proposals were brought forward by AMTA members and were reviewed by a volunteer workgroup to ensure they met criteria before coming to the HOD.

The proposals put forward positions for the association addressing massage for pain relief, massage for lower back pain, massage for anxiety, and massage in hospice and palliative care. You still have an opportunity to comment on the proposals before the delegates consider them. Just visit **www.amtamassage.org/member/comment_position_statement2009.html.**

In the past three years, the HOD has approved four other positions statements that are now the official views of AMTA. Each one addresses a specific topic and is supported by research. Visit **www.amtamassage.org/member/positionintro.html** for information about the approved position statements.

All approved position statements are on the AMTA website at **www.amtamassage.org/infocenter/position_statements.html.** Position statements support AMTA's important advocacy work, promoting the benefits of massage therapy.

MASSAGE THERAPY FOUNDATION NEWS

Ruth Werner New President-Elect of Massage Therapy Foundation

The Massage Therapy Foundation Board of Trustees is proud to announce Ruth Werner of Layton, Utah, as its new president-elect. This newly created position began March, 1, 2009, and Werner will serve a one-year term until February 28, 2010. On March 1, 2010, she will assume her role as president for a two-year term.

Werner has been a trustee of the foundation since March 2006, most recently serving as vice president. She has been instrumental in the development of the foundation's Education Committee and is currently launching a new program, "Teaching Research Literacy: An In-Service Event for Teachers," which provides a continuing education opportunity for massage therapy educators and schools.

Werner is a massage therapist and educator with a passionate interest in the role of bodywork for people who struggle with health. Werner was honored as the AMTA Council of Schools Teacher of the Year in 2005.

RESEARCH NEWS

Massage Research on Eldercare and Hospice

Foundation President Diana L. Thompson recently presented at the Hand in Hand Symposium in Orlando, FL. Her presentation "Research Review: Massage in Eldercare and Hospice" touched on the importance of staying current with research to excel in the advancing field of health care. You can view a slideshow of her presentation online at **www.massagetherapyfoundation.org/president_presentations.html**.

NCCAM Research Spotlight: Massage Therapy May Ease Pain and Improve Mood in Advanced Cancer Patients

People with advanced cancer often experience pain that causes physical and emotional distress, which leads to a decrease in functional ability and quality of life. Symptom relief is an important part of end-of-life care, and small studies have suggested that massage therapy may benefit people with advanced cancer. Read more at: **www.nccam.nih.gov/research/results/spotlight/110608.htm**.

CONFERENCE ANNOUNCEMENTS

CORE Myofascial Therapy: Structural Improvement for the Head, Neck, Back and Feet

AMTA POST-CONVENTION WORKSHOP

Instructor: **George P. Kousaleos, LMT**

September 27–28

Orlando, Florida

12 CE Hours

The workshop will focus on the treatment protocols, structural integration theory and connective tissue physiology that underlie CORE Myofascial Therapy. Participants will learn specific treatment protocols for the cranial, cervical, paraspinal, scapular, sacral, iliofemoral and foot regions of the body. Registration is available at **www.amtamassage.org**.

Second International Fascia Research Congress

October 27-31

Vrije Universiteit Amsterdam

The Massage Therapy Foundation is supporting the 2009 Fascia Research Congress in Amsterdam, the Netherlands. The second conference at Vrije Universiteit will continue the high level of scientific presentations set in the first conference in Boston in 2007. Registration is open online. Full event details can be found at **http://fasciacongress.org/2009**.

Highlighting Massage Therapy in CIM Research

May 13–15, 2010

Seattle, Washington

The Massage Therapy Foundation is pleased to present this three-day conference, bringing together massage and manual therapy practitioners, educators, CIM researchers, allied health professionals, and others interested in massage research. Current research related to massage and manual therapies will be presented, with a special focus on translational research and public health. *AMTA is a founding sponsor of the conference.*

Abstract submissions are due October 15. Online registration opens October 30. For more information, please visit **www.massagetherapyfoundation.org/researchconference2010.html.**

SHAPE THE FUTURE

The Massage Therapy Foundation is a 501(c)3 public charity with a mission to advance the knowledge and practice of massage by supporting scientific research, education, and community service. Your donation will help promote collaborative research, deepen the understanding of massage therapy, and bring massage to people in need. To make a donation today, please visit: **www.massagetherapyfoundation.org/found_makedonation.html**.

BUILD, SUSTAIN AND GROW WITH AMTA BENEFITS

OPPORTUNITIES FOR **MEMBERS**

Grow Your Practice

Keeping a strong client base in a competitive economy is no small feat. AMTA benefits can help your practice stay strong, despite today's challenges.

Need additional clients? Use **AMTA's Find a Massage Therapist®** national locator service, the leading search engine for consumers looking for quality massage therapists. Over 600,000 consumers a year use AMTA's locator service and, as a Professional AMTA member, you can take advantage of this service immediately. Simply enter your practice information at **www.amtamassage.org/FAMTenroll** and start receiving client leads today.

Looking for employment? Visit the AMTA Job Bank, your resource for career options. AMTA members receive complimentary access to the Job Bank–post your resume or an open position for free. Find your perfect job today at **www.amtamassage.org/jobbank.**

Take advantage of these AMTA member benefits and more–visit **www.amtamassage.org.**

NEED A HAND WITH YOUR MARKETING EFFORTS?

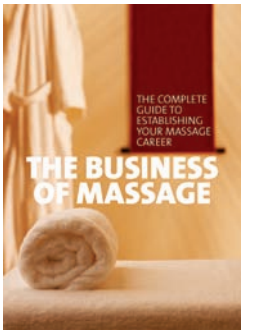
AMTA has partnered with REACH3 to help you market your practice through the development of customized mailing pieces.

- *Are you looking to bring in new clients and communicate more with current ones?*
- *Easily send professionally-created mailing pieces quickly to the right people?*
- *Find an easier AND more cost-effective way to advertise?*

REACH3 has developed an online tool that allows you to easily create customized mailing pieces. Expect high-quality printing for orders of any size and any budget, and all of the support you need in the ordering process.

View a short video and see how it works at **www.reach3.com/amta**

Check Out What's New
at AMTA's Online Shopping Mall



AMTA continues to add quality products and negotiate deep discounts on your behalf so you can get the best possible prices and lower your operating expenses. Here are just some of the products that have been added in the past year:

- AMTA logo T-shirts and cups
- New 2nd Edition of *The Business of Massage* textbook
- New home study courses from Erick Dalton, David Kent, Claire Marie Miller, James Waslaski and Ben Benjamin
- Massage tables and accessories from Master Massage Products
- Boiance face cradle pillow from Oakworks
- Bon Vital's Therapeutic Touch product line
- Soothing Touch's Basics product line
- Anatomical charts and books from Wolters Kluwer Health, and much more.

Additionally, AMTA continues to offer you the best value on tables, chairs and accessories from massage industry leaders such as Oakworks, Earthlite, Custom Craftworks and Stronglite. What's more, as an AMTA member you receive discounts of up to 30 percent off retail prices and free shipping on many select name brand products.

Visit **www.amtamassage.org/shoppingmall** and be sure to sign in with your Member ID and Password to see your discounted member price.

If you have any product questions or comments about AMTA's shopping mall, please call 877.905.2700 and a customer service representative will gladly assist you.

CALENDAR **2009**

September 22
AMTA Board of Directors Meeting
Orlando, Florida

September 22–23
AMTA Pre-convention Workshops
Orlando, Florida

September 23–26
AMTA National Convention
Orlando, Florida

September 27–28
AMTA Post-Convention Workshop, sponsored by the Massage Therapy Foundation
Orlando, Florida

October 25–31
National Massage Therapy Awareness Week®

February 18–19, 2010
AMTA 2010 Council of Schools Leadership Conference
St. Pete Beach, Florida